

ORDER



KSNV

Orders
Order / Rev: 100316
Alt Order #: 06809956
Product Desc: NRSC 2012
Estimate:
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 04/13/12 / 09/19/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Strategic Media Services, Inc.
Buying Contact:
Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: National Republican Senatorial Comm *Revised*
Demographic: A35+
Product Codes: PLI2,PLI1
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/29/12 | 11/06/12 | 116 | \$80,675.00 | \$68,573.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|------------|--------------------|--------------------|-------------|
| November 2012 | 116 | \$80,675.00 | \$68,573.75 | 0.00 |
| Totals | 116 | \$80,675.00 | \$68,573.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 31% | \$80,675.00 |
| Market | 100% | \$260,241.94 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 31% | \$80,675.00 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 17% | \$44,241.13 |
| KTUD | 1% | \$2,602.42 |
| KVVU | 17% | \$44,241.13 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 3% | \$7,807.26 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|---|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1 | KSNV | 11/05/12 | 11/06/12 | M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners | 6-7a | | MT----- | :30 | 4 | \$700.001 | | 0.00 | NM | 4 | \$2,800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | MT----- | | 4 | | | | \$700.00 | | 0.00 | | | |

Order / Rev: 100316
 Alt Order #: 06809956
 Flight Dates: 10/31/12 - 11/06/12

Advertiser: National Republican Senatorial Committee
 Product Desc: NRSC 2012
 Estimate:

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1 | KSNV | 11/05/12 | 11/06/12 | M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners | CM | 6-7a | MT----- | :30 | 4 | \$700.00 | 1 | 0.00 | NM | 4 | \$2,800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 4 | \$700.00 | | 0.00 | | | |
| E 2 | KSNV | 11/02/12 | 11/02/12 | M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners | CM | 6-7a | ----F-- | :30 | 1 | \$700.00 | 1 | 0.00 | NM | 1 | \$700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 3 | KSNV | 10/31/12 | 11/01/12 | M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners | CM | 6-7a | --WT--- | :30 | 4 | \$700.00 | 1 | 0.00 | NM | 4 | \$2,800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WT--- | | | | | 4 | \$700.00 | | 0.00 | | | |
| E 4 | KSNV | 10/31/12 | 11/02/12 | Today Show Today Show | CM | 658a-9am | --WTF-- | :30 | 6 | \$900.00 | 1 | 0.00 | NM | 6 | \$5,400.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | | 6 | \$900.00 | | 0.00 | | | |
| E 5 | KSNV | 11/05/12 | 11/06/12 | Today Show Today Show | CM | 658a-9am | MT----- | :30 | 4 | \$900.00 | 1 | 0.00 | NM | 4 | \$3,600.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 4 | \$900.00 | | 0.00 | | | |
| E 6 | KSNV | 11/05/12 | 11/06/12 | M-F Today Show II 3rd H@M M-F Today Show II | CM | 9-10a | MT----- | :30 | 4 | \$425.00 | 1 | 0.00 | NM | 4 | \$1,700.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 4 | \$425.00 | | 0.00 | | | |
| E 7 | KSNV | 10/31/12 | 11/02/12 | M-F Today Show II 3rd H@M M-F Today Show II | CM | 9-10a | --WTF-- | :30 | 3 | \$425.00 | 1 | 0.00 | NM | 3 | \$1,275.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | | 3 | \$425.00 | | 0.00 | | | |
| E 8 | KSNV | 10/31/12 | 11/02/12 | M-F Today Show III 4th H@M Today 4th Hour | CM | 10am-11am | --WTF-- | :30 | 3 | \$325.00 | 1 | 0.00 | NM | 3 | \$975.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | | 3 | \$325.00 | | 0.00 | | | |
| E 9 | KSNV | 11/05/12 | 11/06/12 | M-F Today Show III 4th H@M Today 4th Hour | CM | 10am-11am | MT----- | :30 | 4 | \$325.00 | 1 | 0.00 | NM | 4 | \$1,300.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 4 | \$325.00 | | 0.00 | | | |
| E 10 | KSNV | 11/05/12 | 11/06/12 | Rachael Ray Rachael Ray | CM | 11am-12pm | MT----- | :30 | 4 | \$325.00 | 1 | 0.00 | NM | 4 | \$1,300.00 |
| RR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 4 | \$325.00 | | 0.00 | | | |
| E 11 | KSNV | 10/31/12 | 11/02/12 | Rachael Ray Rachael Ray | CM | 11am-12pm | --WTF-- | :30 | 6 | \$325.00 | 1 | 0.00 | NM | 6 | \$1,950.00 |
| RR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | | 6 | \$325.00 | | 0.00 | | | |
| E 12 | KSNV | 10/31/12 | 11/02/12 | Noon News Noon News | CM | 12-1230pm | --WTF-- | :30 | 6 | \$425.00 | 1 | 0.00 | NM | 6 | \$2,550.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | | 6 | \$425.00 | | 0.00 | | | |
| E 13 | KSNV | 11/05/12 | 11/05/12 | | CM | 12-1230pm | M----- | :30 | 2 | \$425.00 | 1 | 0.00 | NM | 2 | \$850.00 |

Order / Rev: 100316
 Alt Order #: 06809956
 Flight Dates: 10/31/12 - 11/06/12

Advertiser: National Republican Senatorial Committ
 Product Desc: NRSC 2012
 Estimate:

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|----------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| | | | | Noon News | | | | | | | | | | | |
| | | | | Noon News | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 11/05/12 | | 11/05/12 | 11/11/12 | M----- | | | | | 2 | \$425.00 | | 0.00 | | | |
| E 14 | KSNV | 11/05/12 | 11/05/12 | The Agenda 1230pm | CM | 1230-1p | M----- | :30 | 1 | \$325.00 | 1 | 0.00 | NM | 1 | \$325.00 |
| | | | | The Agenda 1230pm | | | | | | | | | | | |
| AGENDAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 11/05/12 | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$325.00 | | 0.00 | | | |
| E 15 | KSNV | 10/31/12 | 11/02/12 | The Agenda 1230pm | CM | 1230-1p | --WTF-- | :30 | 3 | \$325.00 | 1 | 0.00 | NM | 3 | \$975.00 |
| | | | | The Agenda 1230pm | | | | | | | | | | | |
| AGENDA | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/29/12 | | 11/04/12 | 11/04/12 | --WTF-- | | | | | 3 | \$325.00 | | 0.00 | | | |
| E 16 | KSNV | 10/31/12 | 11/02/12 | The Doctors | CM | 2pm-3pm | --W-F-- | :30 | 2 | \$325.00 | 1 | 0.00 | NM | 2 | \$650.00 |
| | | | | The Doctors | | | | | | | | | | | |
| DRS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/29/12 | | 11/04/12 | 11/04/12 | --W-F-- | | | | | 2 | \$325.00 | | 0.00 | | | |
| E 17 | KSNV | 11/01/12 | 11/01/12 | The Doctors | CM | 2pm-3pm | ---T--- | :30 | 2 | \$325.00 | 1 | 0.00 | NM | 2 | \$650.00 |
| | | | | The Doctors | | | | | | | | | | | |
| DRS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/29/12 | | 11/04/12 | 11/04/12 | ---T--- | | | | | 2 | \$325.00 | | 0.00 | | | |
| E 18 | KSNV | 11/05/12 | 11/05/12 | The Doctors | CM | 2pm-3pm | M----- | :30 | 2 | \$325.00 | 1 | 0.00 | NM | 2 | \$650.00 |
| | | | | The Doctors | | | | | | | | | | | |
| DRS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 11/05/12 | | 11/11/12 | 11/11/12 | M----- | | | | | 2 | \$325.00 | | 0.00 | | | |
| E 19 | KSNV | 11/05/12 | 11/05/12 | Dr. Phil | CM | 3-4p | M----- | :30 | 2 | \$450.00 | 1 | 0.00 | NM | 2 | \$900.00 |
| | | | | Dr Phil | | | | | | | | | | | |
| PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 11/05/12 | | 11/11/12 | 11/11/12 | M----- | | | | | 2 | \$450.00 | | 0.00 | | | |
| E 20 | KSNV | 10/31/12 | 11/02/12 | Dr. Phil | CM | 3-4p | --WTF-- | :30 | 6 | \$450.00 | 1 | 0.00 | NM | 6 | \$2,700.00 |
| | | | | Dr Phil | | | | | | | | | | | |
| PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/29/12 | | 11/04/12 | 11/04/12 | --WTF-- | | | | | 6 | \$450.00 | | 0.00 | | | |
| E 21 | KSNV | 10/31/12 | 11/02/12 | News 3 at 4 (1/2 hr) | CM | 4-430p | --WTF-- | :30 | 3 | \$700.00 | 2 | 0.00 | NM | 3 | \$2,100.00 |
| | | | | News 3 at 4 | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/29/12 | | 11/04/12 | 11/04/12 | --WTF-- | | | | | 3 | \$700.00 | | 0.00 | | | |
| E 22 | KSNV | 11/05/12 | 11/05/12 | News 3 at 4 (1/2 hr) | CM | 4-430p | M----- | :30 | 1 | \$700.00 | 2 | 0.00 | NM | 1 | \$700.00 |
| | | | | News 3 at 4 | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 11/05/12 | | 11/11/12 | 11/11/12 | M----- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 23 | KSNV | 11/05/12 | 11/05/12 | News 3 at 430pm | CM | 430-5pm | M----- | :30 | 1 | \$700.00 | 2 | 0.00 | NM | 1 | \$700.00 |
| | | | | News 3 at 4:30PM | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 11/05/12 | | 11/11/12 | 11/11/12 | M----- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 24 | KSNV | 10/31/12 | 11/02/12 | News 3 at 430pm | CM | 430-5pm | --WTF-- | :30 | 3 | \$700.00 | 2 | 0.00 | NM | 3 | \$2,100.00 |
| | | | | News 3 at 4:30PM | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/29/12 | | 11/04/12 | 11/04/12 | --WTF-- | | | | | 3 | \$700.00 | | 0.00 | | | |
| E 25 | KSNV | 10/31/12 | 11/02/12 | | CM | 5-630p | --WTF-- | :30 | 3 | \$1,100.00 | 2 | 0.00 | NM | 3 | \$3,300.00 |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------------------------|------|-------------------|-----------------|---|-------|----------------|-------------------|-----|-------------|-------------|---------------|------|------|-------|------------|
| M-F Early News M-F Early News | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | 3 | | \$1,100.00 | | 0.00 | | | | |
| E 26 | KSNV | 11/05/12 | 11/05/12 | M-F Early News M-F Early News | CM | 5-630p | M----- | :30 | 1 | \$1,100.002 | | 0.00 | NM | 1 | \$1,100.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | 1 | | \$1,100.00 | | 0.00 | | | | |
| E 27 | KSNV | 11/05/12 | 11/05/12 | M-F Jeopardy M-F Jeopardy | CM | 657-730p | M----- | :30 | 1 | \$1,200.002 | | 0.00 | NM | 1 | \$1,200.00 |
| JEP | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | 1 | | \$1,200.00 | | 0.00 | | | | |
| E 28 | KSNV | 10/31/12 | 11/02/12 | M-F Jeopardy M-F Jeopardy | CM | 657-730p | --WTF-- | :30 | 3 | \$1,200.002 | | 0.00 | NM | 3 | \$3,600.00 |
| JEP | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | 3 | | \$1,200.00 | | 0.00 | | | | |
| E 29 | KSNV | 10/31/12 | 11/02/12 | M-F Wheel M-F Wheel of Fortune | CM | 730-758pm | --WTF-- | :30 | 3 | \$1,200.002 | | 0.00 | NM | 3 | \$3,600.00 |
| WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | 3 | | \$1,200.00 | | 0.00 | | | | |
| E 30 | KSNV | 11/05/12 | 11/05/12 | M-F Wheel M-F Wheel of Fortune | CM | 730-758pm | M----- | :30 | 1 | \$1,200.002 | | 0.00 | NM | 1 | \$1,200.00 |
| WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | 1 | | \$1,200.00 | | 0.00 | | | | |
| E 31 | KSNV | 11/05/12 | 11/05/12 | M-F News 3 at Eleven M-F News 3 at Eleven | CM | 11pm-1135pm | M----- | :30 | 1 | \$1,100.002 | | 0.00 | NM | 1 | \$1,100.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | 1 | | \$1,100.00 | | 0.00 | | | | |
| E 32 | KSNV | 10/31/12 | 11/02/12 | M-F News 3 at Eleven M-F News 3 at Eleven | CM | 11pm-1135pm | --WTF-- | :30 | 3 | \$1,100.002 | | 0.00 | NM | 3 | \$3,300.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | 3 | | \$1,100.00 | | 0.00 | | | | |
| E 33 | KSNV | 10/31/12 | 11/02/12 | The Tonight Show Tonight Show | CM | 1135p-1237a | --WTF-- | :30 | 3 | \$450.002 | | 0.00 | NM | 3 | \$1,350.00 |
| TON SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | 3 | | \$450.00 | | 0.00 | | | | |
| E 34 | KSNV | 11/05/12 | 11/05/12 | The Tonight Show Tonight Show | CM | 1135p-1237a | M----- | :30 | 1 | \$450.002 | | 0.00 | NM | 1 | \$450.00 |
| TON SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | 1 | | \$450.00 | | 0.00 | | | | |
| E 35 | KSNV | 11/02/12 | 11/02/12 | Fri PR 8-9p Friday Prime 8-9pm | CM | 8-9pm | -----F-- | :30 | 1 | \$1,900.003 | | 0.00 | NM | 1 | \$1,900.00 |
| DLINE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | -----F-- | | | 1 | | \$1,900.00 | | 0.00 | | | | |
| E 36 | KSNV | 11/03/12 | 11/03/12 | News 3 Sunrise - SATUR News 3 Sunrise SATURDAY | CM | 6a-7a | -----S- | :30 | 1 | \$350.001 | | 0.00 | NM | 1 | \$350.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | 1 | | \$350.00 | | 0.00 | | | | |
| E 37 | KSNV | 11/03/12 | 11/03/12 | | CM | 7a-9am | -----S- | :30 | 1 | \$600.002 | | 0.00 | NM | 1 | \$600.00 |

Order / Rev: 100316
 Alt Order #: 06809956
 Flight Dates: 10/31/12 - 11/06/12

Advertiser: National Republican Senatorial Committ
 Product Desc: NRSC 2012
 Estimate:

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| | | | | Saturday Today | | | | | | | | | | | |
| | | | | Saturday Today | | | | | | | | | | | |
| | | | | SAT TODAY | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$600.00 | | 0.00 | | | |
| E 38 | KSNV | 11/03/12 | 11/03/12 | News 3 Today - SATURD | CM | 9am-930am | -----S- | :30 | 1 | \$500.00 | 1 | 0.00 | NM | 1 | \$500.00 |
| | | | | News 3 Today - SAT | | | | | | | | | | | |
| | | | | NEWS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 39 | KSNV | 10/31/12 | 11/02/12 | Face to Face w/ Ralston | CM | 630-657pm | --WTF-- | :30 | 2 | \$900.00 | 1 | 0.00 | NM | 2 | \$1,800.00 |
| | | | | Face to Face w/ J.Ralston | | | | | | | | | | | |
| | | | | FACE | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | | 2 | \$900.00 | | 0.00 | | | |
| E 40 | KSNV | 10/31/12 | 11/02/12 | Wake Up Early w/ Wagner | CM | 430a-5a | --WT--- | :30 | 1 | \$200.00 | 1 | 0.00 | NM | 1 | \$200.00 |
| | | | | Wake Up Early Wagners | | | | | | | | | | | |
| | | | | EARLY | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WT--- | | | | | 1 | \$200.00 | | 0.00 | | | |
| E 41 | KSNV | 11/03/12 | 11/03/12 | Weekend Jeopardy/Wheel | CM | 657-8pm | -----S- | :30 | 1 | \$325.00 | 3 | 0.00 | NM | 1 | \$325.00 |
| | | | | WKND Jeop/Wheel | | | | | | | | | | | |
| | | | | WH/JEP | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$325.00 | | 0.00 | | | |
| E 42 | KSNV | 11/03/12 | 11/03/12 | Sat PR 10-11p | CM | 10-11pm | -----S- | :30 | 1 | \$1,000.00 | 3 | 0.00 | NM | 1 | \$1,000.00 |
| | | | | Saturday Prime 10-11pm | | | | | | | | | | | |
| | | | | SVU | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 43 | KSNV | 11/03/12 | 11/03/12 | Sa-Su News 3 at Eleven | CM | 11pm-1135pm | -----S- | :30 | 1 | \$1,000.00 | 2 | 0.00 | NM | 1 | \$1,000.00 |
| | | | | Sa-Su News 3 at Eleven | | | | | | | | | | | |
| | | | | NEWS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 44 | KSNV | 11/03/12 | 11/03/12 | Saturday Night Live | CM | 1130pm-1:02am | -----S- | :30 | 1 | \$1,400.00 | 1 | 0.00 | NM | 1 | \$1,400.00 |
| | | | | Saturday Night Live | | | | | | | | | | | |
| | | | | SNL | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| E 45 | KSNV | 11/04/12 | 11/04/12 | News 3 Sunrise - SUNDAY | CM | 6a-7a | -----S | :30 | 1 | \$350.00 | 1 | 0.00 | NM | 1 | \$350.00 |
| | | | | News 3 Sunrise SUNDAY | | | | | | | | | | | |
| | | | | NEWS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 46 | KSNV | 11/04/12 | 11/04/12 | Sunday Today | CM | 7a-8am | -----S | :30 | 1 | \$500.00 | 2 | 0.00 | NM | 1 | \$500.00 |
| | | | | Sunday Today | | | | | | | | | | | |
| | | | | SUN TODAY | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 47 | KSNV | 11/04/12 | 11/04/12 | Meet the Press | CM | 8a-9am | -----S | :30 | 1 | \$1,300.00 | 1 | 0.00 | NM | 1 | \$1,300.00 |
| | | | | Meet the Press | | | | | | | | | | | |
| | | | | MTP | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$1,300.00 | | 0.00 | | | |
| E 48 | KSNV | 11/04/12 | 11/04/12 | News 3 Today Wknd | CM | 9a-930am | -----S | :30 | 1 | \$500.00 | 1 | 0.00 | NM | 1 | \$500.00 |
| | | | | News 3 Today | | | | | | | | | | | |
| | | | | NEWS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 49 | KSNV | 11/04/12 | 11/04/12 | | CM | 9:30a-10a | -----S | :30 | 1 | \$500.00 | 2 | 0.00 | NM | 1 | \$500.00 |

Order / Rev: 100316
Alt Order #: 06809956
Flight Dates: 10/31/12 - 11/06/12

Advertiser: National Republican Senatorial Committ
Product Desc: NRSC 2012
Estimate: KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------------|------|-------------------|-----------------|------------------------|-------|----------------|-------------------|-----|-------------|------------|---------------|------|--------|-------|-------------|
| Chris Matthews 9:30AM S | | | | | | | | | | | | | | | |
| Chris Matthews SUN 9:30am | | | | | | | | | | | | | | | |
| CHRIS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: 10/29/12 | | 11/04/12 | 11/04/12 | -----S | | | 1 | | \$500.00 | | 0.00 | | | | |
| E 50 | KSNV | 11/04/12 | 11/04/12 | NFL Football | CM | 1P-9PM | -----S | :30 | 1 | \$6,500.00 | 3 | 0.00 | NM | 1 | \$6,500.00 |
| | | | | NFL Football | | | | | | | | | | | |
| SNF | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: 10/29/12 | | 11/04/12 | 11/04/12 | -----S | | | 1 | | \$6,500.00 | | 0.00 | | | | |
| E 51 | KSNV | 11/04/12 | 11/04/12 | News 3 Live in Prime | CM | 7-10pm | -----S | :30 | 1 | \$1,100.00 | 2 | 0.00 | NM | 1 | \$1,100.00 |
| | | | | News 3 in Prime | | | | | | | | | | | |
| NEWS AFTER GAME | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: 10/29/12 | | 11/04/12 | 11/04/12 | -----S | | | 1 | | \$1,100.00 | | 0.00 | | | | |
| E 52 | KSNV | 11/04/12 | 11/04/12 | Sa-Su News 3 at Eleven | CM | 11pm-1135pm | -----S | :30 | 1 | \$1,000.00 | 2 | 0.00 | NM | 1 | \$1,000.00 |
| | | | | Sa-Su News 3 at Eleven | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: 10/29/12 | | 11/04/12 | 11/04/12 | -----S | | | 1 | | \$1,000.00 | | 0.00 | | | | |
| | | | | | | | | | | | | | Totals | 116 | \$80,675.00 |